

Subject: RE: Arts Activation Fund results

From:

Date: 05/13/2016 03:09 PM

To: "Joe Smoke" <joe.smoke@lacity.org>

Hi Joe,

I'll be there.

Thanks,
Aaron

Aaron Aulenta
NoHo BID
aaron@urbanplaceconsulting.com

----- Original Message -----

Subject: Arts Activation Fund results

From: Joe Smoke <joe.smoke@lacity.org>

Date: Fri, May 13, 2016 2:44 pm

To: Joe Smoke Biz <joe.smoke@lacity.org>

Dear Arts Activation Fund applicants (8 of you blind copied here),

Congratulations on your **successful application** to the City of LA Department of Cultural Affairs ARTS ACTIVATION FUND.

Your proposal has been promoted for second-level review and voting in front of the Cultural Affairs Commission.

The next commission meeting is:

Thursday, May 19, 2016

1:30- 3:45pm

201 N. Figueroa Street Suite 1400

LA, CA 90012

(the north tower of Figueroa Plaza, located on Figueroa Street between Temple and 2nd Street in downtown Los Angeles)

Please park beneath our office tower. You may enter off N. Figueroa Street or N. Fremont Street. Allow 10 minutes for parking and taking two elevators to the 14th floor.

Bring your parking ticket with you to the meeting. We will provide validation tickets to cover the duration of your business in our office.

An official City meeting agenda will be published online, on the evening of **Monday May 16, 2016**. The basic description of your project and its location (excerpted from your written proposal) will be listed on this agenda. The agenda is posted to notify the general public, who may attend and speak, for or against your item.

Please **reply to this email with a confirmation** that you will: attend, present and request support for your proposal. If you cannot attend, your proposal will be moved to June 16.

If you wish to bring team members or community representatives, they can be introduced during your brief 7-10 minute presentation. Or they may fill out a speaker card at the beginning of the meeting, address the Commission during open comment period (usually 1:40-1:50pm), and depart.

I also invite you to telephone me at 213.202.5566 on Monday between 11am and 3pm. Changes to the basic premise of your proposal should not be made without coaching from me.

As of today, a quorum of Commission members is confirmed. However, if any of these Commissioners has a change of itinerary, then voting will be impossible and all items will be moved to the next month's meeting on Thursday June 16.

Please come to the meeting no later than 1:00pm to download your presentation onto the Boardroom computer and test it.

Via this note, I am asking you to prepare a VERY brief and factual presentation of no more than 8-minutes. Your presentation should begin with the budget chart from your proposal and you will present a 2-minute explanation of the overall costs and budget items of your project. Then present the basic facts of your project exactly as submitted in your written proposal (what, where, when, why, and community endorsements). You may use maps and written text within a Powerpoint, or just speak these details out loud. Conclude by showing audio-visual materials (3-5 examples of artist works as photos, videos, or sound clips).

My key advice is this - be pleasant, concise, and save time for Commissioner questions and comments. Dialogue is good (not bad). Usually the commissioners are searching for your openness to thinking critically and acting responsibly with public tax dollars.

A vote will be taken at the conclusion of each item. In most cases, your item will either be recommended for approval or declined.

All final approvals and budget allocations are made the following week by DCA's General Manager Danielle Brazell.

Thank you in advance for your time and community creativity. I look forward to your replies to this message.....and to work with you next week.

JS

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Joe Smoke
Grants Program Director
City of Los Angeles, Dept. of Cultural Affairs (DCA)
201 N. Figueroa Street #1400, LA CA 90012
[213.202.5566](tel:213.202.5566)